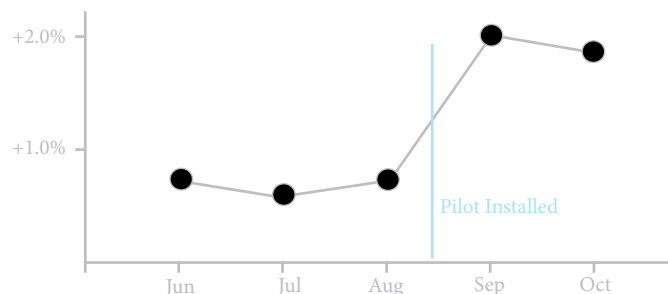


Top Predictors for Increased Revenue

Id	Name	Company	Previous Net Sales	Predicted Net Sales
Median Home Value Increase in Territory				
SEW	Don Jon	LPL Financial	\$482,823	\$678,822
KEV	Ryan	ON Equity	\$585,624	\$620,060
more...				
Dow Jones 5% Increase				
TGP	Jed Fig	Edward Jones	\$254,800	\$444,325
IVY	Stan Da	HSBC	\$250,000	\$399,543
more...				
more...				

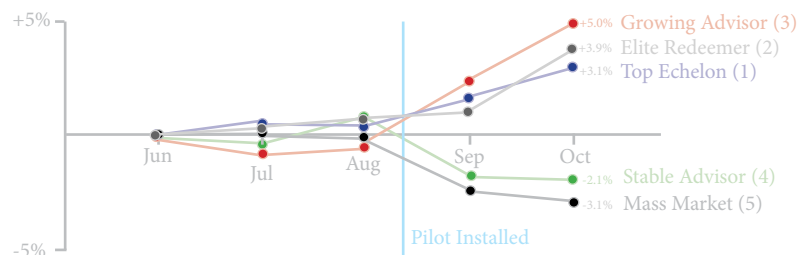
Pilot Team's Percentage of Total Revenue



Top Predictors for Decreased Revenue

Id	Name	Company	Previous Net Sales	Predicted Net Sales
Web Traffic to Redeem Page on AAAFunds.com				
HA1	Tina R	RTR Finance	\$482,823	\$460,803
GIG	Ban T	Easy Street	\$210,000	\$120,000
more...				
C-Level Management Leaves				
BNA	Ma Bell	Graves Report	\$367,222	\$220,020
GRP	Sho Wai	Lucky Sevens	\$567,843	\$345,234
more...				
more...				

Pilot Team's Monthly Change in Asset Advisor Classes



Sales teams need information to convince them that KnowledgeSCORE knows what it's doing. By exposing why the algorithm works they can use this information to solidify their advisor list for each month.

Top Predictors for Increased Revenue shows where the sales teams should invest time, while Top Predictors for Decreased Revenue shows where the sales team should not invest time. Or in some instances spend more time to salvage predicted lost revenue.

Management and sales need to see that KnowledgeSCORE is having a positive impact. One way to accomplish this is to show that the pilot team's contribution to overall company revenue is increasing. This shows that the pilot team is dedicating time to more profitable advisors.

A second way to show progress, is to see an increase in their top tier advisors (top echelon, elite redeemer, growing). More of the right kind of advisor means more money for AAAF.